

**ABSTRACT**

A selectively releasable, interengaging fastening system that may be used for a variety of articles such as, for example, shoes, garments, disposable absorbent products such as disposable diapers, sanitary napkins, incontinence products and the like. The fastening system includes a first fastener component that can constitute at least a first portion of an article. The first fastener component includes an engagement section having a plurality of substantially non-isotropic engagement members such that the engagement section has an axis of substantially maximal engagement. The fastening system also includes a cooperating fastener component that may constitute at least a second portion of an article such that the first and second portions of the article are capable of being joined by movement of the respective components together generally along an attachment direction into an overlapping and interengaging configuration. The first fastener component is oriented so its axis of substantially maximal engagement is generally orthogonal to the attachment direction. This configuration causes the first fastener component to become more interengaged with the cooperating fastener component as the article is subjected to various forces such as, for example, the type of forces encountered by the fastening system when used on a disposable personal care product that is worn.